

LAUNCHING INTO NEW MARKETS

ABOUT ECLIPTIC ENTERPRISES CORPORATION. Ecliptic Enterprises Corporation (Ecliptic) started in 2001 producing video and imaging systems for use on rockets and spacecraft. It has since expanded its product offerings to include space avionics and sensor systems that control experiments onboard rockets, orbital spacecraft (satellites), and the International Space Station. Since its inception, Ecliptic components have been used on over 140 missions with a 100 percent success rate. Based in Pasadena, California, with 12 employees, the company's video systems are the leading brand used in U.S. commercial, military, and civil space missions.

THE CHALLENGE. Ecliptic needed an effective method for assessing product ideas and their sales growth potential in various markets. The company wanted to expand beyond video systems, space avionics, and sensor systems, and develop a sustainable business model that could respond to changes in the civil and commercial space markets. Ecliptic management decided to reach out to California Manufacturing Technology Consulting (CMTC), part of the MEP National Network, for assistance in marketing, sales, and strategic planning.

MEP CENTER'S ROLE. CMTC proposed a Technology Driven Market Intelligence (TDMI) engagement to help Ecliptic clarify priorities and outline a strategy for growth. The TDMI process identified the technical and market viability of Ecliptic's assets and characterized the associated opportunities and barriers to implementation.

First, CMTC conducted a needs assessment, market research, and a SWOT analysis (strengths, weaknesses, opportunities, and threats) to gain insight into the company's current state. Next, Ecliptic participated in a structured process of research and interviews to identify the markets, trends, value chains, and competition of most interest and relevance to the company. The engagement detailed prevailing technical performance and user requirements to assess how Ecliptic could meet those requirements. CMTC helped the company determine the best options for moving forward with product development, partnering, and market entry, and identified knowledge gaps such as regulatory, intellectual, property or competitive issues.

By clarifying its Unique Sales Proposition (USP), Ecliptic identified spacecraft applications as the most promising market segment for future growth. CMTC developed recommendations for which spacecraft products to focus on and outlined an approach for sourcing new space business customers. With its new strategic focus, Ecliptic increased sales and added new positions. It also had the effect of reducing lead times and improving workplace morale.

"Because of our engagement with CMTC, we now have a much better idea about how we can double our size in two years and double again five years from now. We have a better appreciation of our current marketplace, potential markets, how our current and future products fit into these markets, and how we might approach increasing sales."

-Mr. Rex Ridenoure, CEO

RESULTS



Increased sales by \$2 million



Created 2 new positions



Identified new market opportunities



Improved employee morale



Reduced lead times

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